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FCC Mail Room

5902 Southwyck Blvd. • Ste. 100 • Toledo, Ohio 43614 (419) 866-3611 • Fax (419) 866-3613 www.communtiyprevention.org

March 20, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission 445 12<sup>th</sup> Street, S.W. Washington DC 20554

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)

Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

It has come to my attention that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to tell you that, in my view and in the view of my organization, WTVG currently serves our community in a number of ways that benefit our community.

We have worked with WTVG on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. Their contributions to assist in promoting our Youth "Walk of Fame" – an awards ceremony which recognizes youth in grades K through 12 for their outstanding works in the areas of service to others, personal courage, social enterprise and sharing talents - has been beneficial to both us as an organization as well as the community. WTVG has placed a banner ad on their website, offered to promote the Walk of Fame on air, and volunteered a member of their staff to be on the review committee for nominations as well as an on-air personality to be the Master of Ceremonies for our Awards Banquet. WTVG was also the presenting media sponsor for our 10<sup>th</sup> Anniversary Gala in October of 2006. In calendar year 2007, we received more than 900,000 media hits from WTVG alone, more than the other three TV stations combined during that time period.



WTVG also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works. These stories include covering press conferences relating to community issues such as youth substance abuse rates, state and local policy advocacy and acknowledging awards that Lucas County Community Prevention Partnership has received from various national agencies.

In the non-profit world, we are very familiar with the benefits of reporting our outcomes by community. The intent of additional regulations is to encourage and foster better relationships between all of the media outlets and their respective communities. However, if further regulations become an undue stress on our community partners, the regulations can be viewed as a benchmark, and encourage the minimum required by law instead of true collaboration.

We are extremely grateful for all of the hard work and assistance we receive from WTVG every year and hope that looking into further regulations are a means of fostering even more beneficial relationships between the media and the community in which they serve.

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Deacon Dzierzawski

Chief Executive Officer

Lucas County Community Prevention Partnership

Cc: Michelle Carey

Rick Chessen

Rudy Brioche

Amy Blankenship

Cristina Pauze

Monica Desai



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April 8 2008

Received & Inspected

APR 1 0 2008

FCC Mail Room

Chairman Kevin J. Martin Federal Communications Commission 445 12<sup>th</sup> Street, SW Washington, DC 20554

In the Matter of Broadcast Localism (MB Docket No. 04-223)

Dear Chairman Martin,

I am writing you today regarding the recent news that the Federal Communications Commission is considering a radical re-regulation of our nation's broadcast system in the pending localism proceeding. I understand that the Commission intends to reverse decades of deregulatory progress by imposing a series of new and burdensome regulations on broadcasters, and, I ask you to reconsider these actions.

Each week, Clear Channel Omaha's radio stations reach over 500,000 listeners throughout Nebraska, Iowa and Missouri on KFAB-AM, 'The Flagship of the Nebraska Cornhuskers,' KGOR-FM, 'Superhits 99.9,' KQBW-FM, 'The Brew – 96.1,' KXKT-FM, 'Omaha's Country Superstation KAT 103.7,' and KHUS-FM, 'Twister 93.3.' Each of our stations plays an active role in the community and each reviews involvement quarterly to assure that we remain current on the needs of our local communities.

In 2007, just a few of the many local charities our stations helped included, The Open Door Mission, The Salvation Army, The ALS Foundation, Children's Miracle Network, Toys for Tots, Big Brothers/Big Sisters, The Omaha Food Bank, Family Support Center and The Child Saving Institute.

Clear Channel Omaha supported events and fundraising initiatives benefiting charities in our local community by airing in excess of \$900,000 in airtime for Public Service Announcements, public affairs, programming, promotions, and on-line support.

Our intern program develops youth opportunities and we actively support a scholarship program through the Nebraska Broadcaster's Association.

As broadcasters we recognize the important role we play in our community and we strive every day to build upon the foundation we have built over many years. I urge the Commission not to impose any rules that will create unnecessary burdens that potentially limit our ability to continue providing valuable community service.

Sincerely,

C. Taylor Walet, III

Vice President and Market Manager

Clear Channel Radio Omaha

5010 Underwood Ave.

Omaha, NE 68132

Phone: 402-561-2000

TaylorWalet@clearchannel.com

KFAB/ KGOR/ KQBW/ KXKT/ KHUS







THE BIGGEST VARIETY OF ROCK HITS







2008 APR 10 P 2: 01

April 3, 2008

Chairman Kevin J. Martin Federal Communications Commission 445 12<sup>th</sup> Street, SW Washington, DC 20554

RE: In the Matter of Broadcast Localism (MB Docket no. 04-233)

## Chairman Martin:

At Clear Channel Charlotte we take our public service responsibility seriously. We are very active in our community in this regard. We work with and donate hundreds of thousands of dollars worth of air time to various none-profit organizations in Charlotte and the surrounding area.

Recently we ran over \$70,000 worth of time for The United Way and their annual fund drive. We are currently promoting a community breakfast to raise money for two Charlotte Police Officers that were killed in the line of duty last year. Within the last two weeks we helped raise thousands of dollars for two families of fallen firefighters in Salisbury, NC. These were not planned activities but rather activities based on the need of our community. I could name others but I think you get the idea. Our local radio stations are serving this community everyday and don't need additional mandates.

To add a "reporting structure" to what we are already doing is just adding expense to broadcasters that are already having a difficult economic time in many cases. Added structure and fees are not the answer. We urge the commission to strike down this call for added regulation.

Sincerely,

Morgan D. Bohannon Regional Vice President Clear Channel Charlotte

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www.communtiyprevention.org

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Deacon Dzierzawski

Chief Executive Officer

Lucas County Community Prevention Partnership

Cc: Michelle Carey

Rick Chessen

Rudy Brioche

Amy Blankenship

Cristina Pauze

Monica Desai



Learn and Live

4830 McWillie Circle Jackson, MS 39206 Tel 601-321-1200 Fax 601-321-1201

2008 APR 10 P 1:59

Greater Southeast Affiliate
Alabama
Florida
Georgia
Louisiana
Mississippi
Puerto Rico

April 3, 2008

Chairman Kevin J. Martin Federal Communications Commission 445 12<sup>th</sup> Street, SW Washington, DC 20554

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)

Dear Chairman Martin,

I am writing in support of Clear Channel Radio Jackson and their tremendous support of the American Heart Association. WQJQ – Q 105.1, WHLH - Hallelujah 95.5 FM, WMSI - Miss 103, WSTZ – Z 106.7, The Score 620 and WZRX – NewsPlus 1590 have been actively involved in supporting the American Heart Association's mission to build healthier lives free from cardiovascular disease and stroke by serving as strong media partners. They have consistently helped us educate the Metro Jackson community about their risk factors and warning signs for stroke and ways they can reduce their risk of developing and dying from the nation's No. 1 and No. 3 killers – heart disease and stroke.

Mississippi has the highest rate of heart disease in the country. All of the local Clear Channel stations have provided very valuable airtime to promote the American Heart Association's cause initiatives such as Start! Heart Walk, Go Red For Women, Power To End Stroke and the Alliance for a Healthier Generation. The staff has also gone above and beyond just providing air time; they have become volunteers, provided us interview opportunities during their shows, hosted events and provided music for our event attendees.

Clear Channel Radio Jackson is helping us save lives. Many people do not know that they are at risk for heart disease or that cardiovascular diseases are the No. 1 killer in America. This is especially important in Mississippi, where more people die of cardiovascular diseases than in any other place in the nation. We could not reach as many people as we do without their help.

I strongly urge that your commission support their ability to continue this important service to the public. Thank you for your consideration.

With heartfelt thanks,

Elaina Jackson,

Communications Director Greater Southeast Affiliate

Mississippi



and the state of the

Chairman of the Board Joe Jacovini

Vice Chairman George W. Nise

Immediate Past Chairman Glenn A. White

President Elliot Barnathan, M.D.

Immediate Past President Howard Eisen, M.D.

Secretary Pieter van Hoeven

Lawrence Frame, M.D. George W. Gannon Barbara R. Kahn Michael B. Laign Rob Latoff Henry S. Mayer, M.D. Howard J. Peterson Patricia Garcia Sullivan, Phd Janet L. White American Heart Association 2008 APR 10 P 1: 59

American Heart Association
Great Rivers Affiliate
625 West Ridge Pike, Suite A-100
Conshocken, PA 19428-0860
(610) 234-2428
March 20, 2008

Chairman Kevin J. Martin Federal Communications Commission 445 12<sup>th</sup> Street, SW Washington, DC 20554

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)

Dear Chairman Martin,

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they have provided to the Philadelphia arm of the American Heart Association's Great Rivers Affiliate. Clear Channel Radio in Philadelphia has consistently offered the powerful resources of their radio stations Power 99 FM, WDAS FM, Radio 104.5, My 106.1, Q102 and Rumba 1480 AM to promote awareness on the issue of heart disease. The stations have provided significant airtime through public service announcements, interviews, web support and on site appearances to help the American Heart Association educate listeners to their risks for heart disease and ways to prevent it. The stations have donated hundreds of thousands of in kind air time and appearances but more importantly it is clear that the leadership at Clear Channel truly understands the issues and are unfailing in their willingness to help.

Clear Channel Radio stations in Philadelphia have demonstrated their strong connection to their community and listeners consistently over the years. They are an important partner in our mission to raise awareness and it is obvious that Clear Channel Radio in Philadelphia is truly a cluster that cares about the community it serves. I strongly urge that the FCC supports their ability to continue this important service to the public. Thank you for your consideration.

Yours truly,

Monica Lewis-Willow

Monica Lewis-Wilborn
Regional Director of Communications ~ Philadelphia/Delaware
American Heart Association